

M&M starts agro-product retailing

TIMES NEWS NETWORK

Mumbai: The agri-business division of the \$20-billion M&M group entered the branded pulses space with NuPro Tur dal in the city. The group said it has plans to expand this business into other pulses and related value-added products like besan in nearby areas like Pune and Nashik.

The group has a strong presence in the tractors segment where it's the global leader in terms of volumes, and also in other farm equipment segments through subsidiaries, joint ventures and tie-ups.

According to Pawan Goenka, ED, M&M, the company's agri business helps to deliver on its long-term aspiration of 'Farm-Tech Prosperity'.